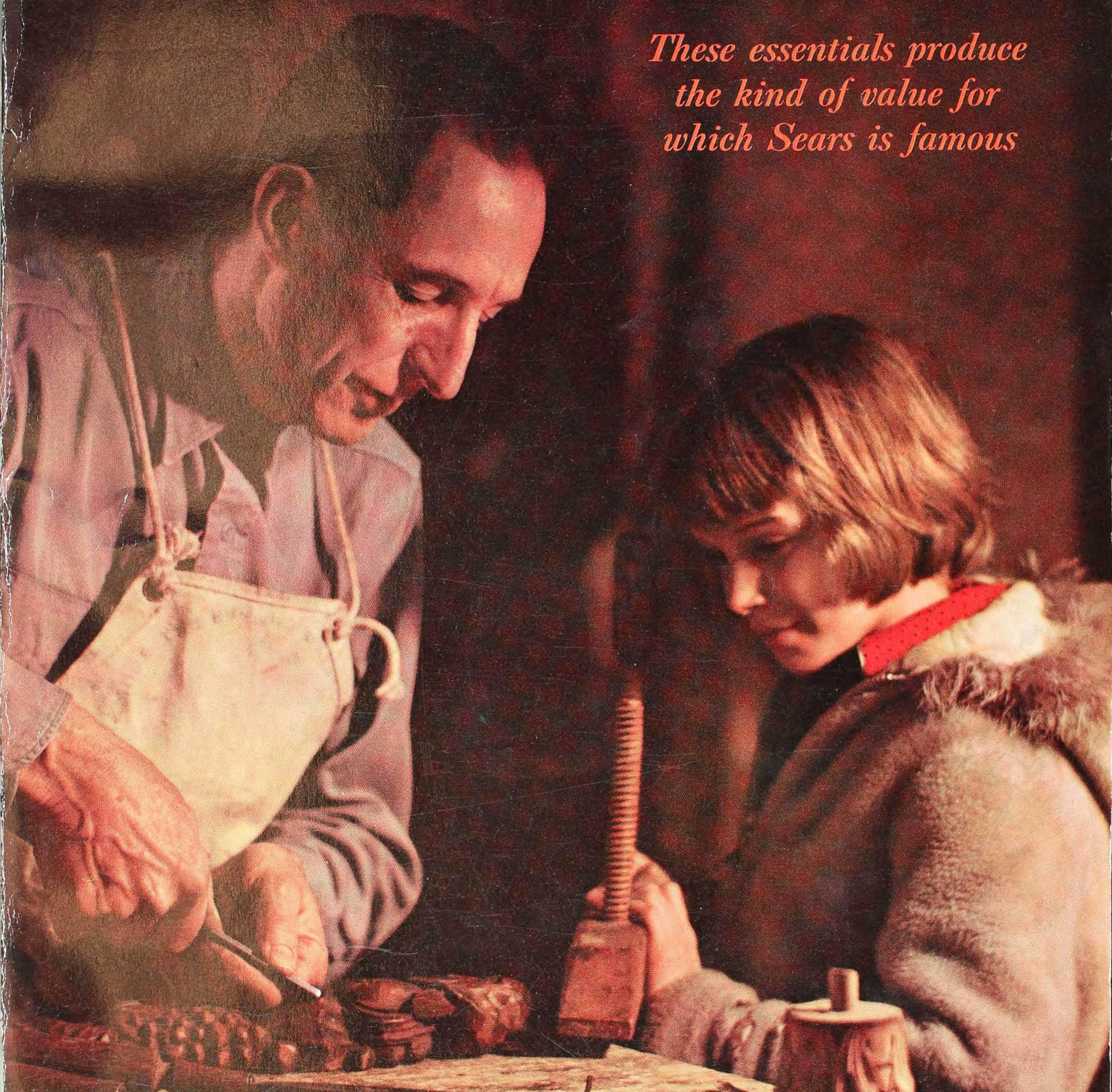


FALL AND WINTER • 1962

SEARS

RESPECT FOR THE QUALITY OF THE MERCHANDISE...
CONCERN FOR THE CUSTOMER'S SATISFACTION...

*These essentials produce
the kind of value for
which Sears is famous*



SEARS, ROEBUCK AND CO., Chicago 7, Illinois

Satisfaction Guaranteed or Your Money Back

Index starts on page 711

Good taste is always good fashion..



Fine 100% Camel Hair

The enduring good looks of these coats is assured by the superb quality of our imported camel hair. It is carefully processed and woven, right here in the United States, into a soft, lustrous fabric that readily adapts to varying temperatures . . . it is even moth-proofed.

Our coats have the new narrower lapels and shoulders. Other plus points of tailoring include: hand-stitched edges, shape-retaining Stay-flex interfacings, blind-stitched 2-inch hems, stay-back anchor buttons, Milium insulated acetate satin linings, fly-buttoned back vents. Made in the right size for you: **MISS, TALL MISS, or PETITE JUNIOR.**

1 The Classic Single-breasted Coat.

Misses' sizes 6, 8, 10, 12, 14, 16, 18.
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.
Petite Junior sizes 3P, 5P, 7P, 9P, 11P, 13P.
State correct size.

N17 H 4340F—Shpg. wt. 4 lbs. \$39.90

Also with Pile Lining of Orlon® acrylic on cotton back. Sleeves are lined with acetate and interlined. Back pleat.
N17 H 4342F—Shpg. wt. 4 lbs. 10 oz. \$49.90

2 The Boy Coat . . . belted in back.

Misses' sizes 6, 8, 10, 12, 14, 16, 18.
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.
Petite Junior sizes 3P, 5P, 7P, 9P, 11P, 13P.
State correct size.

N17 H 4335F—Shpg. wt. 4 lbs. 4 oz. \$39.90

Also with Pile Lining of Orlon acrylic on cotton back. Sleeves are lined with acetate and interlined. Back pleat.
N17 H 4337F—Shpg. wt. 5 lbs. \$49.90

Pixie Hat is sold on page 53

..a tradition we uphold in
CLASSICS pioneered by the
American stylist, Mary Lewis



**Dacron® and
Worsted Wool**

The timeless appeal of these dresses is enhanced by this wonderful new fabric. An intimate blend of 55% Dacron polyester and 45% fine worsted wool, the two fibers are spun together before weaving. The result is a fabric of superlative quality and performance. Wrinkles never start . . . you can pack it in a suitcase . . . still, no need for pressing. It's ideal for year-round wear. It drapes beautifully; pleats keep their sharpness.

To do justice to the fabric we've chosen two great styles that are nicely finished with extra-close stitched seams, tape reinforcement at waistline and hemline, generous hem and comfortably contoured belt.

1 The Scooped-neck Dress with accordion pleats; back zipper. Dry clean. Wt. 1 lb. 2 oz. Hat sold on page 60.
Misses' sizes 10, 12, 14, 16, 18. *State size.*
N31 H 7875F—Medium gray
N31 H 7876F—Bright Navy blue. \$21.50
Tall Misses' sizes 12T, 14T, 16T, 18T.
Please state size.
N31 H 7877F—Medium gray
N31 H 7878F—Bright Navy blue. \$22.50

2 The Shirtwaist Dress, step-in style with nested box pleats. Dry clean. Wt. 1 lb. 9 oz. Mink Hat sold on page 6.
Misses' sizes 10, 12, 14, 16, 18. *State size.*
N31 H 7880F—Spice brown
N31 H 7881F—Bright Navy blue. \$21.50
Women's sizes 38, 40, 42, 44. *State size.*
N31 H 7882F—Spice brown
N31 H 7883F—Bright Navy blue. \$22.50



Good taste is always good



1 2



Worsted Wool Double Knits

To begin with, the fabric is of fine quality natural fibers: 100% virgin worsted wool. These yarns are knit on special machines . . first in one direction, then in the other. The result is a fabric that does not sag, cling, wrinkle or pill . . it is really magnificent.

The suit-weight we have used is ideal to wear any season of the year . . it travels or packs with ease.

As to styling, who can resist the elegant simplicity and versatility of these 3-piece suits?

The jackets are fully lined with soft acetate-and-rayon crepe.

The skirts are seat-lined and have 2-inch hems. Careful hand workmanship insures neat collars and bindings. Made in the right size for you:

PETITE MISS, MISS or SHORTER WOMAN

1 Easy-fit Suit. A well-coordinated look featuring a relaxed jacket, outlined to match the cap-sleeved blouse. Back-of-neck zipper closing on blouse; side zipper on the slim skirt.

Petite Misses' sizes 6P, 8P, 10P, 12P, 14P, 16P.

Misses' sizes 8, 10, 12, 14, 16, 18.

Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. State size. Shipping weight 2 lbs. 14 oz.

N17 H 3088F—Bisque beige with taupe brown

N17 H 3090F—Medium gray with light gray

N17 H 3089F—Black with beige. \$29.90

2 Two-jacket Suit, an instant wardrobe. One jacket is collarless, buttonless . . looks well over any blouse. The other is a jacket-blouse . . short-sleeved, front-buttoned. Side-zippered skirt.

Petite Misses' sizes 6P, 8P, 10P, 12P, 14P, 16P.

Misses' sizes 8, 10, 12, 14, 16, 18.

Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. State size. Shipping weight 3 lbs.

N17 H 3115F—Black with beige

N17 H 3116F—Beige with taupe brown

N17 H 3117F—Dark gray with light gray \$29.90

Hat sold on page 49; Bag on page 20; Gloves in glove section

fashion . . a tradition we uphold in Mary Lewis Classic Knits

Made in England of Merino Wool

These sweaters are fine examples of a classic look. They reflect the magnificence of the superior wool of Merino sheep plus the traditional English art of looming this wool into soft, supple fine-gauge knits. The thinness and extra-strong, elastic quality of the fibers allow the wool to be spun very fine. The long length of the fibers produces knits of great evenness that neither pill nor fuzz.

So tightly knit, these sweaters keep their shape better. They are fully fashioned with raglan sleeves to fit better. You'll marvel at such richness, so modestly priced.

Sizes 34, 36, 38, 40, 42.

State size.

Short Sleeve Pullover

Hand wash. *Sizes above.* Shipping wt. 8 oz.
Paisley scarf sold on page 160.
V7 H 9482F—Como blue V7 H 9483F—Flag red
V7 H 9484F—White
V7 H 9485F—Heather gray
V7 H 9486F—Black \$6.94

Long Sleeve Pullover

Hand wash. *Sizes above.* Shipping wt. 9 oz.
V7 H 9488F—Heather gray
V7 H 9489F—Flag red V7 H 9491F—White
V7 H 9490F—Como blue
V7 H 9492F—Black \$7.94

Long Sleeve Cardigan

Buttons tinted to match; extra button included. Hand wash. *Sizes above.* Wt. 10 oz.
V7 H 9494F—Flag red V7 H 9498F—Black
V7 H 9495F—Como blue
V7 H 9496F—Heather gray
V7 H 9497F—White \$8.94



**Uncluttered lines, subtle shaping . . .
this is the new, young elegance so
very apparent in our
wardrobe designed
in Paris by**

CLAUDE RIVIÈRE

75, FAUB[®] ST HONORÉ - PARIS

DESIGNED EXCLUSIVELY FOR
SEARS, ROEBUCK and CO. MADE IN U.S.A.



Like all Parisian couturiers, Claude Rivière regards clothes as works of art . . . well designed, well-made, with an understated simplicity that is always in perfect taste. It is with great pride we have duplicated her ideas of a suit, coat and dress . . . made here in the U. S. A. in our fine American fabrics. These, plus a complementary array of accessories, give you a wardrobe of supreme elegance at remarkably modest prices.

SHOWN ON OPPOSITE PAGE



1 Graceful Demi-fitted Coat of luxurious wool boucle skims your figure, flares out at hemline. Acetate and rayon crepe-back satin Milium insulated lining. *Misses' sizes 6, 8, 10, 12, 14. Please state size.*
N17 H 4300F—Taupe brown
N17 H 4301F—Beige N17 H 4302F—Black
Shipping weight 5 lbs. 4 oz. . . . \$6 monthly, cash \$54.50

2 Slim, Flattering Dress distinctively shaped with a deep tuck, subtly curved and bowed. Soft, fine basket-weave wool. Back zipper; acetate-lined skirt. Dry clean. *Misses' sizes 8, 10, 12, 14, 16. Please state size.*
N31 H 7852F—Light blue
N31 H 7853F—Black. Shipping weight 1 lb. 2 oz. \$16.50

3 The Cut-away Suit in camel tan textured wool. New, demi-fit lined jacket subtly suggests shape . . . the seat-lined skirt has a fascinating flare. Altogether it's the most exciting silhouette on the current fashion scene. *Misses' sizes 8, 10, 12, 14, 16, 18. State size.*
N17 H 3004F—Shipping weight 3 pounds \$39.50

ACCESSORIES SHOWN AT LEFT

The Handbag made in France of luxurious leather. 2 inside pockets, one with zipper. About 12x8 inches. Price includes 10% Federal Excise Tax.

88 H 330E—Espresso brown 88 H 329E—Black
88 H 331E—Otter (taupe brown). Shpg. wt. 2 lbs. \$17.50

Long, Brushed Nylon Gloves . . . about 17½ inches. Hand wash. Sizes 6½, 7, 7½, 8. State size. Shpg. wt. 3 oz.
88 H 5587F—Espresso brown
88 H 5588F—Black 88 H 5590F—Light beige
88 H 5589F—Medium brown \$3.50

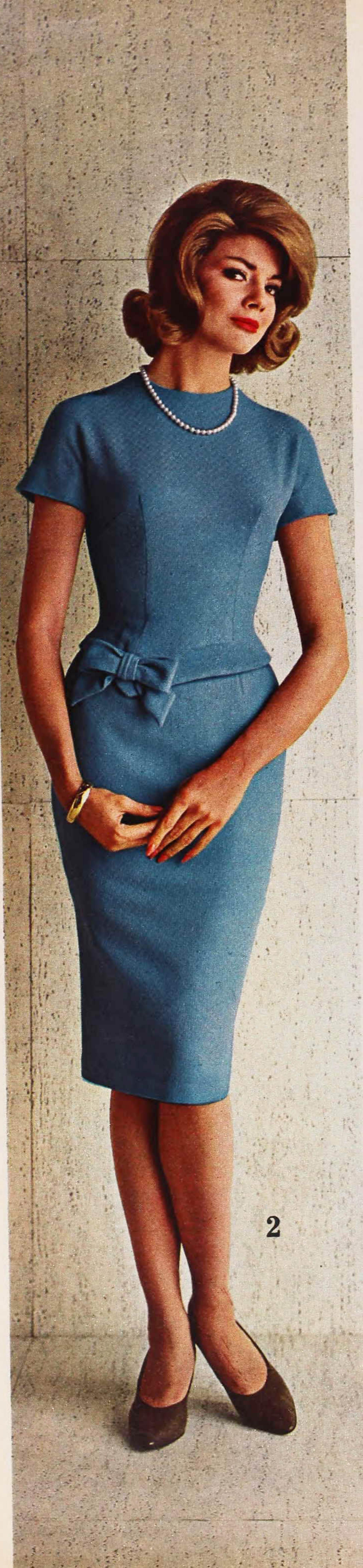
Mink Dome Hat . . . covered with deep, delicious natural mink tails. Rayon satin lining. Fits 21¾ to 22½ inches. Colors 7 (dark brown ranch), 6 (medium brown pastel). State color number. Price includes 10% Fed. Excise Tax. N78 H 6360EH—Shipping weight 14 ounces \$25.00

Rivière Coral Nail Enamel and Lipstick by Lyric . . . the color of Mediterranean gem coral tempered with a blush of pink. Chosen especially for the warm, subtle way it brightens your complexion and accents fashion's newest color range . . . brown to beige. Prices include 10% Federal Ex. Tax.

Lipstick. Smooth, creamy. Textured gold-color case.
8 H 5741E—Shipping weight 3 ounces \$1.10

Nail Enamel . . . long-lasting, chip-resistant. ½ oz.
8 H 5738E—Shipping weight 5 ounces 59c

Cling-alon Stretch Hosiery in wardrobe coordinated colors: Royal Mist, Royal Sand and Royal Mocha. Beautiful sheer seamless stretch nylons specially designed for Sears. See page 152 for complete ordering information.





**Good taste is always
good fashion . . it's
the touch of elegance,
the flattering shape
so beautifully
expressed in these
American-made
copies of designs by**

CLAUDE RIVIÈRE

75, FAUB⁹ ST HONORÉ - PARIS

DESIGNED EXCLUSIVELY FOR
SEARS, ROEBUCK and CO. MADE IN U.S.A.

1 Princess Dress. 78% worsted wool and 22% silk . . subtle twill-weave. Tuck from neckline to hemline conceals back zipper. Dry clean. *Misses' sizes 8, 10, 12, 14, 16. State size.*
N31 H 7730F—Deep berry red
N31 H 7731F—Black. Shpg. wt. 1 lb. 2 oz. **\$25.00**

2 After-dark Dress. The elegant, glamorous look in rayon brocade, beautifully patterned in pink-and-green on ivory. Camisole-top under charming standaway bodice that buttons in back; contoured sash; back zipper. Dry clean. *Misses' sizes 8, 10, 12, 14, 16. State size.*
N31 H 7845F—Shpg. wt. 1 lb. 8 oz. **\$21.50**

3 Jacket over Pleated-skirt Dress. Brown-and-black tiny checks woven of fine Dacron® polyester and rayon. Lightly fitted jacket is lined. Eased dress . . its finely stitched pleats smooth hipline; contoured belt; back zipper. Dry clean. *Misses' sizes 12, 14, 16, 18, 20. State size.*
N31 H 7888F—Shpg. wt. 1 lb. 9 oz. **\$39.50**

4 Jacket over Flared-skirt Dress. Impeccable oatmeal-color costume in a fine, open basket-weave worsted wool. Decisively-curving jacket dramatized with handsome suede buttons; elegant dress with pocket-flaps placed high, suede tie-sash, back zipper. Both fully lined. Dry clean. *Misses' sizes 8, 10, 12, 14, 16. State size.*
N31 H 7870F—Shpg. wt. 2 lbs. 4 oz. **\$48.50**

5 Dress with Overblouse-effect. Bright navy blue basketweave worsted wool. Acetate satin midriff, piping and bow. Camisole-top; back-button bodice; full lining; back zipper. Dry clean. *Misses' sizes 8, 10, 12, 14, 16. State size.*
N31 H 7706F—Shpg. wt. 1 lb. 6 oz. **\$21.50**

6 The "real look" of cultured pearls captured in lovely simulated pearls. Price includes 10% Federal Excise Tax.
1-row Necklace. Uniform, hand-knotted. 25 inches. 4 H 3657E—Shpg. wt. 6 oz. **\$2.98**
3-pearl earrings. Rhinestone accents. Screwback. 4 H 3607E—Shpg. wt. 3 oz. **\$2.49**
Single-pearl clip-back earrings. 4 H 3606E—Shpg. wt. 3 oz. **\$1.98**





Good taste is always
good fashion . . .
it's so beautifully
apparent in these
well-made,
well-designed
clothes
endorsed by

CLAUDE RIVIÈRE

75, FAUB⁹ ST HONORÉ - PARIS
SEARS, ROEBUCK and CO. MADE IN U.S.A.



① **Worsted Wool and Silk Suit.** Dressy by virtue of its rich, lustrous fabric. Slim, but shapely, emphasizing the waistline with a bow-trimmed contour belt. Lined jacket; seat-lined skirt. Shpg. wt. 2 lbs. *Misses' 8, 10, 12, 14, 16. State size.* N17 H 3060F—Black N17 H 3061F—Dark gray . . . \$39.50

② **Wool Fleece Coat.** Wonderfully expressive of the new, curvy demifit. Fine quality fabric. Fly-front closing. Acetate and rayon crepe-back satin lining. Wt. 4 lbs. 14 oz. *Misses' 8, 10, 12, 14, 16. State size.* N17 H 4310F—White N17 H 4311F—Gold

\$6 monthly . . . cash \$54.50

HAT, GLOVES SHOWN BELOW

Velour Fur Felt Hat. Rayon satin band bow. Fits 21 $\frac{3}{4}$ to 22 $\frac{1}{2}$ in. Colors 7 (dark brown), 8 (coffee brown), 4 (sapphire med. blue), 2 (black) 18 (med. moss green with gold trim). *State color number.* N78 H 6365H—Wt. 15 oz. . . . \$10.00

Gloves Lined in Silk. luxurious warmth. Made of imported capeskin. Sizes 6 $\frac{1}{2}$, 7, 7 $\frac{1}{2}$, 8. *State size.*

About 15 inches long. Wt. 3 oz. 88 H 5318F—Black

88 H 5319F—Dark brown \$10.00

About 11 $\frac{1}{2}$ inches long. Wt. 3 oz.

88 H 5314F—Black

88 H 5315F—Dark brown \$7.00



1 Worsted Wool Faille Coat . . a marvel of superb fabric crowned with opulent mink (fur origin: Sweden) . . a look unsurpassed for its elegance. Wool interlined; fully lined. Shpg. wt. 5 lbs.

Misses' 8, 10, 12, 14, 16. State size.

N 17 H 4305CF—Taupe brown with natural Tourmaline* mink collar

N 17 H 4306CF—Black with black-dyed mink collar

\$8 monthly cash \$79.50

2 Genuine Suede Leather Coat . . a luxurious casual . . as beautiful as nature in an autumn shade of brown. Double stitch detail. Foam-laminated Orlon® acrylic jersey lining. Sleeves lined in acetate satin.

Misses' sizes 8, 10, 12, 14, 16, 18.

State size. Shpg. wt. 4 lbs. 6 oz.

N 17 H 5115F—

\$8 monthly cash \$79.50

Also in Cotton Suede . . cotton lining and acetate sleeve lining are foam-laminated. Wt. 4 lbs. 14 oz.

N 17 H 7024F—Sizes above . . . \$34.50

3 Natural Mink Bubble Cape . . our finest, fullest style worked vertically in the new blouson effect. Extravagantly-deep set-back portrait collar. Back about 18 in. deep. Lined in fine pure silk. Wt. 4 lbs. Small, medium or large in *Misses' sizes 10, 12, 14, 16, 18, 20. State size.* Price includes 10% Fed. Exc. Tax.

P 17 H 955CEF—Autumn Haze*
(medium brown)

P 17 H 956CEF—Argenta* (gray)

P 17 H 957CEF—Ranch
(dark brown)

\$40 monthly cash \$632.50

*MMBA trademark



**Good taste is always good
fashion . . a tradition we
uphold
in our
fabrics
that
resemble
fur**



2



1

Lush Greatcoat

1 Acrylic and modacrylic fibers (on cotton and modacrylic back) melt into subtle shadings that capture the glamour of one of the costliest furs in the world. Fully lined.

Misses' sizes 8, 10, 12, 14, 16, 18. State size. Shipping weight 6 lbs. 8 oz.

N17 H 8090F—Medium brown

N17 H 8091F—Platinum gray

N17 H 8092F—Dark brown

\$5 monthly Cash **\$49.90**

Mink-Collared Coat

2 Deep-textured woven pile of Dynel modacrylic and mohair on cotton back . . . imitates a sleek, lustrous, handsome fur. Crowning its beige beauty is the very real, very exquisite wedding band collar of Natural Pastel Mink (collar can also lie flat). Completely lined. The matching pile hat is sold on page 49.

Misses' sizes 8, 10, 12, 14, 16, 18. State size. Shpg. wt. 7 lbs.

N17 H 8162CF

\$8 monthly Cash **\$79.90**

The man-made miracle-pile coats on these 2 pages require no special storage, but they must be furrier cleaned.

See page 732
for measurement charts



With or Without Mink Collars

(1) (2) Fine-crimp curl surface in black acetate-and-cotton pile on cotton back . . . looks so like real fur, it's difficult to realize, it's not authentic. Fully lined. *Misses' sizes 10, 12, 14, 16, 18, 20; Shorter Women's 16½, 18½, 20½, 22½, 24½.*

1 Coat with frog closing. *State size.*
With Mink Collar. Shpg. wt. 7 lbs.
N17 H 8150CF—With bleached-white mink
N17 H 8151CF—With black-dyed mink
\$8.50 monthly cash **\$89.90**
Without Mink Collar. Shpg. wt. 6 lbs.
N17 H 8153F—
\$6 monthly cash **\$59.90**

2 Double-breasted Jacket . . . warm without being heavy. *State size.*
With Mink Collar. Shpg. wt. 5 lbs.
N17 H 8156CF—With bleached-white mink
N17 H 8157CF—With black-dyed mink
\$6 monthly cash **\$59.90**
Without Mink Collar. Shpg. wt. 4 lbs.
N17 H 8159F—
\$35.00

Low-price Odyne

3 An out-and-out imitation in acrylic-and-modacrylic pile on cotton back that gives you the same warm-all-over feeling that fur does. Flattering Queen Anne collar has snug snap closing. Completely lined.
Misses' sizes 8, 10, 12, 14, 16, 18.
State size. Shpg. wt. 5 lbs. 14 oz.

N17 H 8169F—*Striped* platinum gray
N17 H 8170F—*Solid color*
platinum gray **\$29.90**

Mink Collared

4 This marvelous coat looks as if it had been harpooned in the Arctic. Actually it's superbly soft, deep-pile acrylic and modacrylic fibers on cotton back . . . shawl-collared in truly precious mink. Lined. Wt. 7 lbs.
Misses' 8, 10, 12, 14, 16, 18. State size.
N17 H 8165CF—Dark brown with Natural Pastel Mink (light brown)
N17 H 8166CF—Black with Black-dyed Mink . . . \$5 monthly . . . cash **\$59.90**



Luxury furs lavished on fine fabric coats

Revel in the splendor of a Sears fur-enriched coat, knowing that whatever the price, each and every one is trimmed with the fullest, silkiest skins available

SHOWN ON OPPOSITE PAGE

Muskrat trim \$49.90

1 Deep collar and cuffs of luxurious dyed muskrat flanks gleam richly on a lush-textured coat of pure wool plush. Wool interlined; fully lined. *Misses' sizes 8, 10, 12, 14, 16, 18, 20. State size. Shipping weight 6 lbs.* N17 H 2153CF—Red with black fur \$5.00 monthly.....Cash \$49.90

Mouton lamb trim \$39.90

2 Soft, plushy wool dressy coat extravagantly collared and cuffed with downy, glossy dyed mouton lamb. Collar closes high or lies flat. Warm interlining; lined. *Misses' sizes 8, 10, 12, 14, 16, 18. State size. Shipping weight 7 lbs.* N17 H 2150CF—Beige with brown fur \$17.50 monthly.....Cash \$39.90

Fox collar \$34.90

3 A flurry of black-dyed red fox tops this young, vibrant coat of black and white domino-checked wool. Big buttons accent the new, deep patch pockets. Miliun insulated lining. *Juniors and Misses. Sizes 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. State size. Shipping wt. 4 lbs. 8 oz.* N17 H 2165F.....\$34.90

Opossum collar \$39.90

4 Double-breasted, bundle-up coat of all wool gray tweed is heaped with tip-dyed opossum (fur origin: Australia), lined with bright red Orlon® acrylic pile on cotton back. Interlined acetate-lined sleeves. *Juniors and Misses. Sizes 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. Petite Junior sizes 3P, 5P, 7P, 9P, 11P, 13P. State size.* N17 H 2168CF—Shpg. wt. 5 lbs. \$39.90

Sears finest CASHMERE COATS

with magnificent Mink collars . . . or untrimmed for a casual look

• Exquisite fabric woven of 100% Imported Mongolian fibers

• Miliun insulated acetate and rayon crepe-back lining

• Custom-look hand-stitching on collar and front edges

Fur-trimmed \$110.00 Un-trimmed \$68.00

Clutch style. *Misses' sizes 8, 10, 12, 14, 16, 18. Shorter Women's 16½, 18½, 20½, 22½. State size.*

Coat with Full Skin Natural Mink Collar.

N17H2056CF—Fawn brown with dk. brown ranch mink
N17H2055CF—Lt. bamboo beige; dk. brown ranch mink
N17H2057CF—Black with white mink
N17H2058CF—Bright blue with dk. brown ranch mink
Shipping wt. 6 lbs.....\$10.00 monthly, cash \$110.00

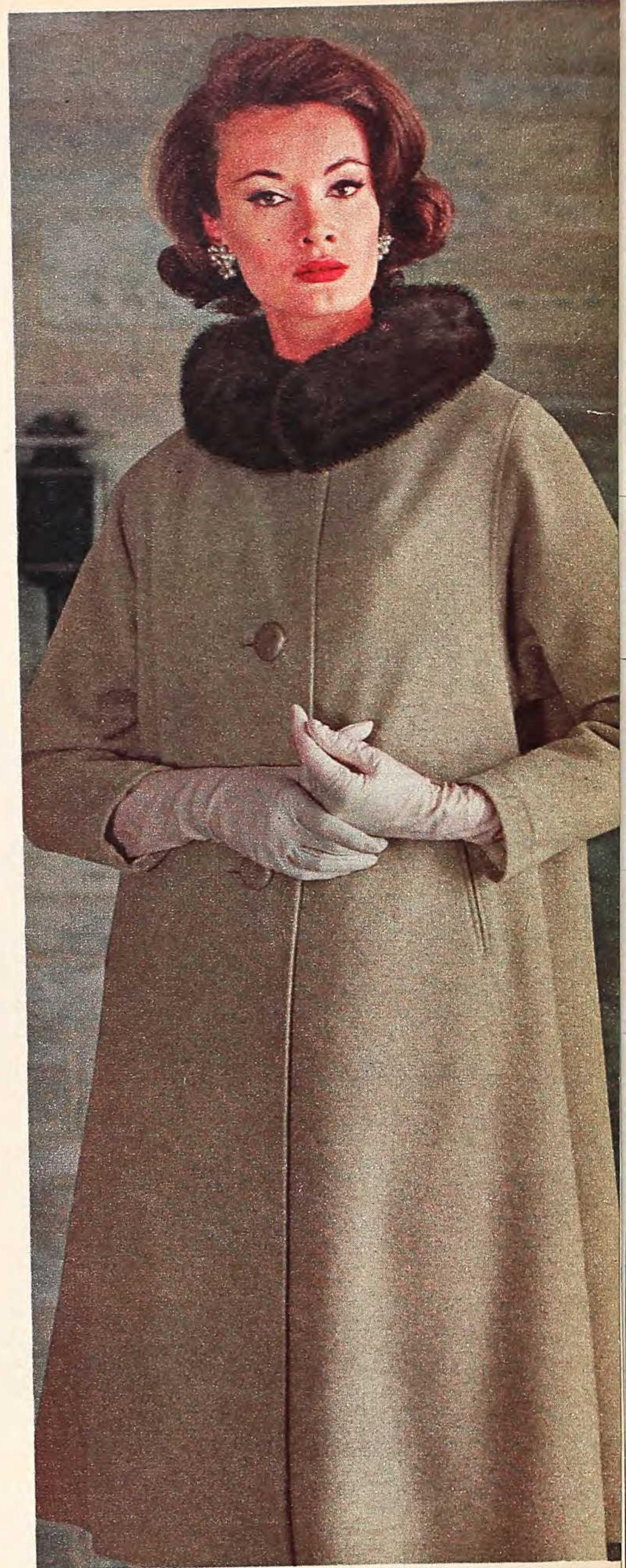
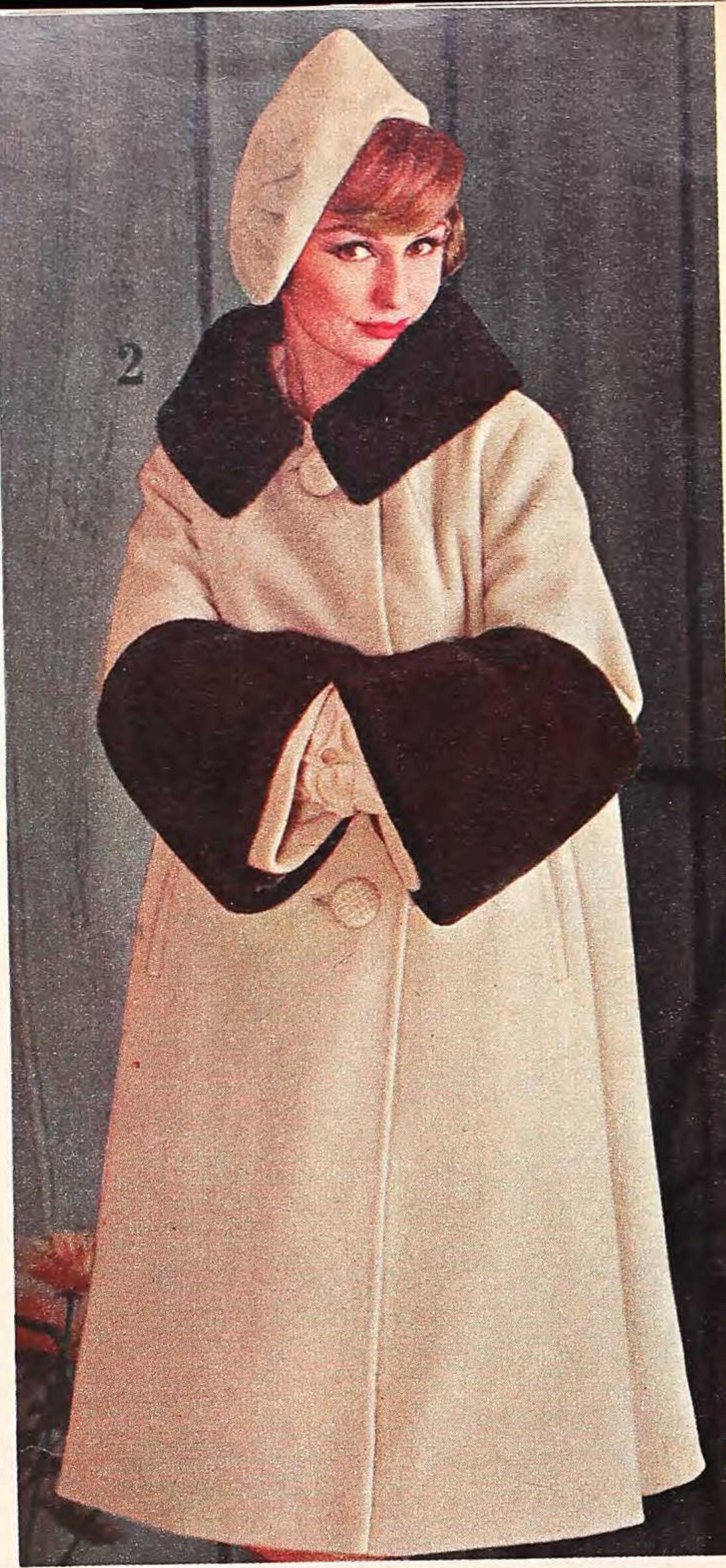
Untrimmed Coat. Shipping weight 4 lbs. 5 oz.
N17 H 2068F—Bright blue N17 H 2067F—Black
N17 H 2065F—Light bamboo beige
N17 H 2066F—Fawn brown. \$7.00 monthly, cash \$68.00

Fur-trimmed \$125.00 Un-trimmed \$68.00

Button style. *Misses' 8, 10, 12, 14, 16, 18. State size. Coat with 2-Skin Natural Mink Collar.*

N17 H 2050CF—Light bamboo beige with light brown Autumn Haze* mink
N17H2051CF—Fawn brown with dark brown ranch mink
N17H2052CF—Black with dark brown ranch mink
N17H2053CF—Red with dark brown ranch mink
Shipping wt. 6 lbs.....\$10.00 monthly, cash \$125.00

Untrimmed Coat. Shipping weight 4 lbs. 5 oz.
N17 H 2063F—Red N17 H 2062F—Black
N17 H 2060F—Light bamboo beige
N17 H 2061F—Fawn brown. \$7.00 monthly, cash \$68.00



SCALED TO FIT

the SHORTER WOMAN ..

5 ft. 3½ in. and under

the AVERAGE MISS ..

5 ft. 2½ in. to 5 ft. 6½ in.

the TALL MISS ..

5 ft. 7 in. and over

Mink-collared Coat **\$59.90**

Wedding-band collar of natural ranch mink (fur origin: Sweden) paired with luxury fabric of 75% wool and 25% fur fibers results in a coat of great beauty. Wool interlined; fully lined. Shpg. wt. 6 lbs.

Shorter Woman .. Sizes 16½, 18½, 20½, 22½.

Average Miss .. Sizes 8, 10, 12, 14, 16, 18.

Tall Miss .. Sizes 14T, 16T, 18T, 20T.

N17 H 2155CF—Fawn brown

N17 H 2156CF—Black

N17 H 2157CF—Light beige

State size \$6 monthly; cash \$59.90

SEARS PURE

- Fresh, exciting silhouettes drenched with color

*There's nothing **newer** in fashion*



with or without
ZIP-LINER

SEARS 4-STAR VALUES

in two versatile coats . . . available with a Transeason* Zip-lining of Milium® Plus, a new lightweight all-weather lamination of acetate satin to Milium insulated foam . . . tailored with invisible zipper construction; wool wristlets. Also offered without the zip-lining but with a Milium insulated lining.

Extra-special features: shape-retaining Stay-flex interfacings, hand-bound buttonholes. Incredibly

LOW PRICED AT

only \$39⁹⁰ with Zip Liner

only \$34⁹⁰ without Zip Liner

*Misses' sizes 8, 10, 12, 14, 16, 18.
Shorter Women's sizes 14½, 16½, 18½,
20½, 22½. Please state correct size.*

1 Polished Wool Style . . . neat club collar. Ornament included. *Sizes above.*

With Zip Liner (coat fully lined).

Shipping weight 5 pounds.

N17 H 2148F—Medium blue

N17 H 2145F—Black

N17 H 2146F—Light beige \$39.90

Without Zip Liner. Shipping weight 4 lbs.

N17 H 2108F—Medium blue

N17 H 2105F—Black

N17 H 2107F—Taupe brown

N17 H 2106F—Light beige \$34.90

2 Textured Wool Plush Style with charming choir boy collar. *Sizes above.*

With Zip Liner (coat fully lined).

Shipping weight 5 pounds.

N17 H 2135F—Beige

N17 H 2136F—Medium gray

N17 H 2137F—Medium blue \$39.90

Without Zip Liner. Shipping weight 4 lbs.

N17 H 2100F—Beige

N17 H 2101F—Medium gray

N17 H 2102F—Medium blue \$34.90

1

2

WOOL COATS

- Fine, elegant fabrics of naturally wrinkle-resistant yarns

than Natural Wool Loomed in America



1 Textured Wool Chinchilla Cloth Classic flatters everyone. Unique flapped pockets. Milium insulated lining. Wt. 4 lbs. 13 oz. *Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. State size.* N17 H 2120F—Red N17 H 2123F—Med. gray N17 H 2121F—Lt. beige N17 H 2124F—Gold N17 H 2122F—Royal blue..... \$34.90

2 Beautiful Tweed . . . braid-outlined smart little stand-away collar and chic pockets. Milium insulated lining. Wt. 4 lbs. 4 oz. *Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. State size.* N17 H 2130F—Black and white N17 H 2131F—Beige and white..... \$34.90

3 Soft Plush Triangular-buttoned Style . . . welt-stitched. Milium insulated lining. *Misses' sizes 8, 10, 12, 14, 16, 18. State size.* N17 H 2175F—Gold N17 H 2177F—Med. blue N17 H 2176F—Beige. Wt. 4 lbs. 9 oz. . . . \$29.90

4 Surface-interest Scarf-Coat . . . Milium insulated lining. *Juniors and Misses 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16. State size.* N17 H 4360F—Green N17 H 4362F—Lt. beige N17 H 4361F—Peacock blue N17 H 4363F—Red. Wt. 4 lbs. 10 oz. . . . \$24.90

5 The Coat. N17H7012F—Camel tan with matching pile N17 H 7013F—Black with brass-gold pile Shipping weight 4 lbs. 14 oz. \$29.90
6 The Jacket. N17H6049F—Camel tan with matching pile N17 H 6050F—Black with brass-gold pile Shipping weight 4 pounds \$24.90

SEASCALED TO FIT

.. in length and at shoulders, bust, sleeves

the SHORTER WOMAN ..

5 ft. 3½ in. and under

the AVERAGE MISS ..

5 ft. 2½ in. to 5 ft. 6½ in.

the TALL MISS ..

5 ft. 7 in. and over



1 Braid-edged Button Coat in all wool fleece has the soft simplicity that flatters everyone. Sloped shoulders. Milium insulated lining.

Shorter Woman .. Sizes 14½, 16½, 18½, 20½, 22½, 24½. State size.

Average Miss .. Sizes 8, 10, 12, 14, 16, 18. State size.

Tall Miss .. Sizes 12T, 14T, 16T, 18T, 20T. State size.

N 17 H 2113F—Camel tan

N 17 H 2110F—Medium gray

N 17 H 2111F—Light beige

N 17 H 2112F—Medium blue

Shipping wt. 4 lbs. 12 oz... \$34.90

2 Classic Clutch Coat of 90% wool, 10% cashmere. (Black is polished pure wool.) Stitch detail. Milium insulated lining. Ornament incl.

Shorter Woman .. Sizes 16½, 18½, 20½, 22½, 24½. State size.

Average Miss .. Sizes 8, 10, 12, 14, 16, 18. State size.

Tall Miss .. Sizes 10T, 12T, 14T, 16T, 18T, 20T. State size.

N 17 H 2967F—Red

N 17 H 2965F—Black

N 17 H 2966F—Light beige

N 17 H 2968F—Medium blue

Shipping wt. 4 lbs. 2 oz.... \$24.90

3 Surface-textured Monotone Wool Tweed fully lined and amply collared with alpaca pile on cotton back .. a cozy, fashionable coat for winter. Sleeves are warmly interlined, acetate lined.

Shorter Woman .. Sizes 14½, 16½, 18½, 20½, 22½. State size.

Average Miss .. Sizes 6, 8, 10, 12, 14, 16, 18. State size.

Tall Miss .. Sizes 12T, 14T, 16T, 18T, 20T. State size.

N 17 H 4381F—Medium gray with gray pile

N 17 H 4380F—Beige with brown pile. Shpg. wt. 5 lbs. 12 oz.... \$39.90

Just say "Charge It" and pay later .. see page 707

Genuine Suede Leather . . aristocrat of out-door fashion . . rugged, long-wearing, never out of style. Well worth its price.

Boltaflex 400 Expanded Vinyl Plastic . . looks incredibly like suede and is nicely budget-priced. Sponges clean.

1 The Topper . . lined in Orlon® acrylic pile on cotton back. Sleeves lined in acetate quilted to re-processed wool, other fibers. Misses' sizes 8, 10, 12, 14, 16, 18. State size.

Suede Leather
N17 H 5105F—Med. green
N17 H 5106F—Dark brown
Wt. 4 lbs. 6 oz.
\$5 monthly, cash \$49.90

Boltaflex Vinyl
N17 H 5680F—Med. green
N17 H 5681F—Dark brown
Shpg. wt. 3 lbs....\$21.90

Fine Cabretta Leather . . its creamy texture is as smooth as butter; its look one of highly fashionable classic good taste. Cleans easily with a damp cloth.

Boltaflex 400 Expanded Vinyl Plastic . . looks like Cabretta . . softest, most supple vinyl fabric we've seen (next best thing to leather). Priced for budget watchers. Wipes clean.

2 The Jacket . . versatile with or without sleeveless zip-liner of Orlon acrylic pile on cotton back. Fully lined. Misses' 8, 10, 12, 14, 16, 18. State size.

Cabretta Leather
With Zip-liner. Shpg. wt. 3 lbs. 12 oz.
N17 H 5005F—White with black pile
N17 H 5006F—Beige N17 H 5007F—Black
N17 H 5012F—Haze green (med.) \$34.90
Without Zip-liner. Shpg. wt. 3 lbs. 6 oz.
N17 H 5110F—White N17 H 5112F—Black
N17 H 5111F—Beige
N17 H 5113F—Haze green (med.) \$29.90

Boltaflex Vinyl
With Zip-liner. Shpg. wt. 3 lbs. 12 oz.
N17 H 5580F—White with black pile
N17 H 5581F—Beige N17 H 5582F—Black
N17 H 5583F—Haze green (med.) \$16.90
Without Zip-liner. Shpg. wt. 3 lbs. 6 oz.
N17 H 5685F—White N17 H 5687F—Black
N17 H 5686F—Beige
N17 H 5688F—Haze green (med.) \$12.90

3 The Button-front Coat . . fully lined. With or without sleeveless zip-liner of Orlon acrylic pile (cotton-backed). Misses' 8, 10, 12, 14, 16, 18. State size.

Cabretta Leather
With Zip-liner. Shipping wt. 4 lbs. 11 oz.
N17 H 5000F—Beige
N17 H 5001F—White with black pile
N17 H 5002F—Black...\$6 monthly, cash \$59.90
Without Zip-liner. Shipping wt. 3 lbs. 12 oz.
N17 H 5032F—Beige
N17 H 5033F—White
N17 H 5034F—Black...\$5 monthly, cash \$49.90

Boltaflex Vinyl
With Zip-liner. Shipping wt. 4 lbs. 11 oz.
N17 H 5575F—Beige
N17 H 5576F—White with black pile
N17 H 5577F—Black.....\$21.90
Without Zip-liner. Shipping wt. 4 lbs. 2 oz.
N17 H 5675F—Beige
N17 H 5676F—White
N17 H 5677F—Black.....\$16.90



GENUINE LEATHERS

.. also their
fabulous
plastic
counterparts



1

1 Double-Knit Suit in Worsted Wool or Cotton. Braid-trimmed, lined jacket takes to blouses, is marvelous on its own. Seat-lined skirt. *Misses' sizes 8, 10, 12, 14, 16. State correct size.*

Worsted Wool Jersey.

Shipping weight 2 lbs. 8 oz.
N17H3012F—Beige with brown trim
N17H3013F—Black with beige trim
N17H3014F—Medium gray with light gray trim.....\$19.90

Cotton Knit. Shpg. wt. 2 lbs. 3 oz.
N17H3119F—Beige with brown trim
N17H3120F—Black with beige trim
N17H3121F—Medium gray with light gray trim.....\$14.90



2

2 Suit with Black-dyed Rabbit Collar (fur origin: France). Classic walking suit in black-and-white tweed of rayon, nylon and reprocessed wool. Also in all black polished wool. Lined jacket.

Misses' sizes 8, 10, 12, 14, 16, 18. State correct size.

N17 H 3016F—Tweed
N17 H 3017F—All black
Shpg. wt. 3 lbs. 8 oz.. \$19.90

Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. State size.

N17 H 3500F—Tweed
N17 H 3501F—All black
Shpg. wt. 3 lbs. 8 oz.. \$21.90



3

3 Foam-laminated Acrylic Crepe Walking Suit features fashion's newest pet, the pea jacket. Both skirt and jacket fully lined.

Misses' sizes 10, 12, 14, 16, 18, 20. State correct size.

Two-piece Suit.

N17 H 3020F—Black
N17 H 3021F—Beige
N17 H 3022F—Darkgreen
Shpg. wt. 3 lbs.....\$24.90

Jacket Only.

N17 H 3503F—Black
N17 H 3504F—Beige
N17 H 3505F—Dark green
Shpg. wt. 2 lbs. 8 oz.. \$18.90



4

4 Wool Plaid Walking Suit .. casually handsome and so very wearable with many different solid-color accessories. Button-up cowl collar converts to choir-boy style. Jacket is lined; skirt is seat-lined to prevent sagging.

Misses' sizes 8, 10, 12, 14, 16, 18. State correct size.

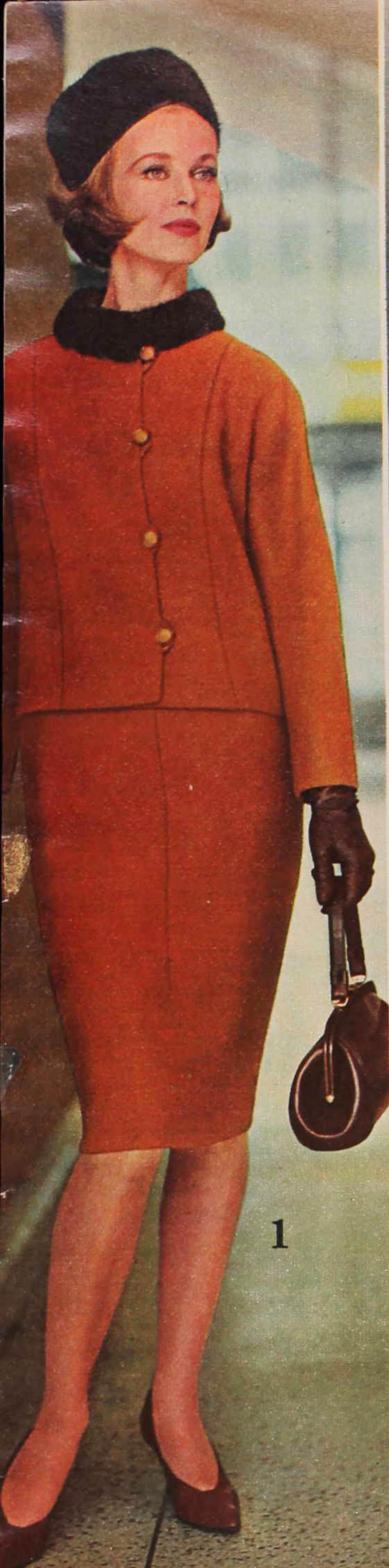
N17 H 3024F—Green and rust plaid

N17 H 3025F—Medium blue and green plaid
Shipping wt. 3 lbs. 8 oz.....\$24.90

MEASURE AND BE SURE ..
see page 732 for measurement charts

Big, Bold Pouch of soft top-grain cowhide. Double ring bamboo handle. Unlined. About 13x10 in. Price includes 10% Fed. Excise Tax.
88 H 362E—Maple tan
88 H 363E—Black
88 H 365E—Otter (taupe brown). Shipping weight 2 lbs.. \$10.99





3 **Wool Tweed Ensemble** lavished with natural raccoon . . . or untrimmed if you prefer. Marvelous rust, green and black coloring flatters everyone. Lined jacket and coat. Seat-lined skirt. *Misses' sizes 10, 12, 14, 16, 18, 20. Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. State size.*

3-Pc. Ensemble with Fur Collar
N17 H 3032F—Wt. 5 lbs. 8 oz.. \$57.00

3-Pc. Ensemble without Fur Collar
N17 H 3036F—Shpg. wt. 5 lbs. \$47.00

Coat Only with Fur Collar
N17 H 3044F—Shpg. wt. 4 lbs.. 35.00

Suit Only.
N17 H 3040F—Wt. 2 lbs. 13 oz.. 25.00

1 **Mink-collared Suit.** Natural Ranch Mink circles the neckline and dresses up this chic nubby-textured pure wool. Dolman sleeves are bracelet-length. Buttons close with self-fabric loops. Lined jacket. Seat-lined skirt. Shipping weight 2 pounds 8 ounces.

Misses' sizes 10, 12, 14, 16, 18, 20. State correct size.

N17 H 3064F—Rust
N17 H 3065F—Beige..... \$29.90

2 **Walking Suit with Color-matched Dyed Mouton Lamb.** Wedding band collar frames your face beautifully; more fur circles the ¾-length sleeves. Foam-laminated acrylic crepe . . . both jacket and skirt are fully lined. Shipping weight 2 pounds 8 ounces.

Misses' sizes 8, 10, 12, 14, 16, 18. State correct size.

N17 H 3028F—Beige
N17 H 3029F—Black
N17 H 3030F—Peacock blue

Just say "Charge it" . . . see page 707



3



4



5



6

A
ACRILAN

7

As nice as they look . . . they're



8



9



10



11



12



only \$12.90 to \$19.90

1 Dressy Topper. Milium insulated lining. Ornament included. Shipping weight 2 lbs. 14 oz. *Misses' sizes 8, 10, 12, 14, 16, 18. Beige 90% Wool, 10% Cashmere.* N17 H 1821F—State size....\$12.90

Black Polished Wool.

N17 H 1820F—State size....\$12.90

3 Ripple-textured Wool Coat has 2-way collar . . . closes high or lies flat. Milium insulated lining. *Misses' sizes 8, 10, 12, 14, 16, 18. State size.* Shpg. wt. 4 lbs. 9 oz. N17 H 1448F—Beige

N17 H 1447F—Red

N17 H 1450F—Royal blue. . \$19.90

5 All Wool Tweed Coat. Warmly interlined; fully lined. *Misses' sizes 10, 12, 14, 16, 18, 20. Shorter Women's 16½, 18½, 20½, 22½, 24½. State size.* Wt. 4 lbs. 14 oz. N17 H 1451F—Brown and white

N17 H 1452F—Gray and white \$19.90

Also in Solid Black Polished Wool.

N17 H 1453F.....\$19.90

7 Zip-lined Tweed Coat . . . reused wool, nylon and other fibers. Lined. Sleeveless liner of black acrylic pile on cotton back. *Misses' sizes 8, 10, 12, 14, 16, 18. State size.* Shpg. wt. 5 lbs. 5 oz. N17 H 1480F—Blue and gray

N17 H 1481F—Black and white \$19.90

9 Fur-trimmed Suit. Matched dyed mouton lamb on foam-laminated Orlon® acrylic and wool jersey. Lined skirt; jacket. *Misses' sizes 8, 10, 12, 14, 16, 18. State size.* Shpg. wt. 2 lbs. 6 oz. N17 H 3052F—Beige

N17 H 3053F—Light blue

N17 H 3054F—Black . . . \$19.90

11 Chic Suit . . . textured wool and nylon. Brief, lined jacket. *Misses' sizes 8, 10, 12, 14, 16, 18. State size.* Shpg. wt. 2 lbs. 3 oz. N17 H 3048F—Green

N17 H 3049F—Camel tan

N17 H 3050F—Peacock blue. . \$12.90

2 Sporty Topper . . . Black-and-white checked wool and nylon . . . interlined; lined. Wt. 3 lbs. 14 oz. *Juniors and Misses. Sizes 9, 10, 11, 12, 13, 14, 15, 16, 17, 18.* N17 H 1875F—State size....\$12.90

Women's and Shorter Women's. Sizes 34, 36, 38, 40, 42, 44; 14½, 16½, 18½, 20½, 22½, 24½.

N17 H 1877F—State size....\$13.90

4 All Wool Coat . . . warmly interlined; lined. Shpg. wt. 5 lbs. *Juniors and Misses 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. State size.* N17 H 1475F—Peacock blue

N17 H 1476F—Black

N17 H 1477F—Light beige. . \$19.90

6 Acrilan® acrylic Knit Coat . . Scott Apparel foam laminated. Milium-insulated acetate lining. *Juniors and Misses. Sizes 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16. State size.* Shpg. wt. 3 lbs. 4 oz. N17 H 4365F—Red N17 H 4366F—Black

N17 H 4367F—Natural beige. . \$19.90

8 Gray Melton-cloth Coat . . . new wool, reprocessed wool and other fibers. Plaid Orlon® acrylic and rayon scarf. Milium insulated lining. Wt. 5 lbs. 9 oz. *Juniors and Misses 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18.* N17 H 4355F—State size....\$19.90

10 Fur-collar Suit . . black-dyed rabbit (fur origin: France). Black-and-white tweed of rayon, nylon and reprocessed wool. Lined jacket. Wt. 2 lbs. 12 oz. *Misses' sizes 8, 10, 12, 14, 16, 18.* N17 H 3056F—State size....\$17.90

Also in Solid Black . . reprocessed wool, new wool and nylon.

N17 H 3057F—State size....\$17.90

12 Tweed Walking Suit . . reprocessed wool, rayon and nylon. Lined jacket. Shpg. wt. 3 lbs. 6 oz. *Misses' sizes 8, 10, 12, 14, 16.* N17 H 3366F—Brown

N17 H 3367F—Gray. *State size.* \$13.90

Iranian CASHMERE SCALED TO FIT

\$4800 Untrimmed styles

\$6800 Fur-trimmed style

100% imported fibers; hand-finished edges, Milium-insulated lining

13 Button Coat. *Misses' sizes 10, 12, 14, 16; Tall Misses' 14T, 16T, 18T, 20T; Shorter Women's 16½, 18½, 20½, 22½. State size.*

N17 H 1087F—Medium gray N17 H 1085F—Bamboo beige

N17 H 1086F—Black. Shpg. wt. 4 lbs. 14 oz. . . \$5 monthly; cash \$48.00

14 Mink-trimmed Clutch Coat. *Misses' sizes 8, 10, 12, 14, 16, 18; Tall Misses' 12T, 14T, 16T, 18T, 20T; Shorter Women's 16½, 18½, 20½, 22½. State size.* Shipping weight 5 pounds.

N17 H 1089CF—Bamboo beige with natural ranch (dark brown) mink

N17 H 1090CF—Black with natural white mink

N17 H 1091CF—Med. gray with natural gray mink. \$7 monthly; cash \$68.00

15 Clutch Coat . . (same style and sizes as coat 14. State size).

N17 H 2307F—Black N17 H 2306F—Bamboo beige

N17 H 2309F—Med. gray. Shpg. wt. 4 lbs. 14 oz. \$5 monthly; cash \$48.00

13



14



15



Pile-lined for winter warmth and fun

1 Tweed or Solid-color. Lined in deep acrylic pile on cotton back. Interlined, acetate-lined sleeves. Chin collar also lies flat.

Misses' sizes 10, 12, 14, 16, 18, 20. State size. Shpg. wt. 5 lbs. 11 oz.

Fleecy Tweed of reused wool, mohair, reprocessed wool, and other fibers. Heather green with green pile.

N17 H 4393F . . . \$19.90

Solid Black all wool, with white pile.

N17 H 4394F . . . \$19.90

2 Cotton Poplin . . . dyed mouton lamb collar. Top lined in acrylic pile on cotton back; sleeves and bottom lined in acetate quilted to reused wool, other reused fibers. Water repellent.

Juniors and Misses. Sizes 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20. State size. Shpg. wt. 3 lbs. 4 oz.

N17 H 7004F—All green

N17 H 7005F—Beige

logwood brown collar

N17 H 7006F—All

black \$12.90

3 Rayon and Cotton Twill . . . Sherlon acrylic pile lining on cotton back. Sleeves lined in acetate quilted to acrylic batting. Water repellent.

Juniors and Misses. Sizes 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20. State size. Shpg. wt. 3 lbs. 6 oz.

N17 H 7100F—Brass-gold with butter-color pile

N17 H 7101F—Black

with ivory pile

N17 H 7102F—All

beige \$19.90

4 Black-dyed Rabbit Collar (fur origin: France) . . . warm and fanciful on a youthful black coat of reprocessed wool melton cloth with gold acrylic pile lining on cotton back. Interlined, acetate-lined sleeves.

Juniors and Misses. Sizes 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16; Petite Junior sizes 3P, 5P, 7P, 9P, 11P, 13P.

Please state size.

Shipping weight 5 lbs. 13 oz.

N17 H 4390F . . . \$19.90

5 Choice of 2 fabrics. Lined in Orlon acrylic pile on cotton back. Sleeves rayon-lined; interlined with reprocessed wool, other fibers. Water repellent. Hood-collar. Belt included. Misses' sizes 8, 10, 12, 14, 16, 18. State size.

Wide-wale Cotton Corduroy. Wt. 4 lbs. 13 oz.

N17 H 7033F—Olive green with beige pile

N17 H 7034F—Taupe brown with beige pile

N17 H 7035F—Black with white pile . . . \$19.90

Cotton Poplin. Wt. 4 lbs. 13 oz.

N17 H 7030F—All beige

N17 H 7031F—Med. stone green; dark green pile \$19.90



soft, supple

Water-repellent COTTON SUEDE

lined with warm, butter-color
Sherlon acrylic pile
on cotton back

1 Cardigan Coat with convertible
pile cuffs. Sleeves lined in acetate
quilted to acrylic batting.

*Juniors and Misses. Sizes 7, 8, 9, 10,
11, 12, 13, 14, 15, 16, 17, 18. State size.*

N17 H 7000F—Rust

N17 H 7001F—Loden (med.) green
Shpg. wt. 3 lbs. 13 oz. \$22.90

2 Car Coat . . . bottom lined with
wool-and-acrylic plaid. Sleeves
lined in acetate quilted to acrylic
batting. Shipping weight 3 lbs.

*Juniors and Misses. Sizes 9, 10, 11, 12,
13, 14, 15, 16, 17, 18, 20. State size.*

N17 H 6037F—Loden green

N17 H 6038F—Rust. \$19.90

3 Scoota Suit. Sleeves are lined in
rayon quilted to reprocessed wool
and acetate. Back-zipped, tapered
pants are unlined.

Misses 8, 10, 12, 14, 16, 18. State size.

2-Piece Set. Shpg. wt. 3 lbs. 10 oz.

N17 H 3325F—Rust

N17 H 3326F—Dk. olivegreen \$27.90

Jacket Only. Shpg. wt. 3 lbs. 2 oz.

N17 H 3329F—Rust

N17 H 3330F—Dk. olive green \$19.90

Natural Raccoon Collars

Full, cuddly fur collars make these rayon
and combed cotton twills so smart. Lin-
ings are soft acrylic pile on cotton back.

4 Jacket . . . great casual for country or sports.
Sleeves lined in acetate quilted to acrylic batting.
*Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15,
16, 17, 18. State size. Shipping weight 3 lbs. 2 oz.*
N17 H 6057F—Beige with beige pile
N17 H 6058F—Black with brass-gold pile
N17 H 6059F—Brass-gold with black pile. \$22.90

5 Coat . . . your constant cold-weather companion.
Sleeves lined in acetate quilted to acrylic batting.
*Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15,
16, 17, 18. State size. Shpg. wt. 3 lbs. 14 oz.*
N17 H 7016F—Black with brass-gold pile
N17 H 7017F—Beige with beige pile
N17 H 7018F—Brass-gold with black pile. \$26.90

MEASURE TO BE SURE . . . see page 732 for measurement charts

Just say "Charge It" . . . see page 707



1 Cotton Corduroy lined in Orlon® acrylic pile on cotton back. Sleeves lined in acetate quilted to acrylic batting. *Misses' sizes 8, 10, 12, 14, 16, 18. Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. State size. Shipping weight 4 lbs. 6 oz. N17 H 6189F—Green; green pile N17 H 6187F—Medium fawn brown with beige pile N17 H 6188F—Charcoal gray with gray pile.....\$16.90*

2 Melton Cloth (50% new wool, 40% reprocessed wool, 10% other fibers). Lining of acrylic pile on cotton back. Sleeve lining of acetate quilted to acrylic batting. Leather thong belt. *Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. State size. Shpg. wt. 4 lbs. 8 oz. N17 H 6005F—Dark green with butter-color pile N17 H 6006F—Dark gray with ivory pile. \$24.90*

3 Acrilan® Acrylic Pile on cotton back; luxuriously outlined with genuine leather trim. Lined in rayon quilted to acetate and other fibers. A rich, warm coat. *Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. Please state size. Shpg. wt. 4 lbs. N17 H 6013F—Beige with brown trim N17 H 6014F—Medium green with black trim N17 H 6015F—All black \$29.90*

the LONGER LOOK IN CAR COATS



4 Cotton Duck trimmed and lined with Sherlon acrylic pile on cotton back. Sleeves lined in acetate quilted to acrylic batting. Water-repellent. *Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. State size. N17 H 6025F—Blue with white pile N17 H 6026F—Camel tan with butter-color pile N17 H 6027F—Medium green with butter-color pile. Wt. 3 lbs...\$16.90*

5 Wool and Nylon Fleece . . styled with black braid trim; lined in acetate quilted to acrylic batting. *Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15, 16. State size. Shipping weight 3 pounds 8 ounces. N17 H 6009F—White N17 H 6010F—Brass gold N17 H 6011F—Medium blue. \$ 16.90*



Comfort and Warmth for Active Wear

6 **Cotton Poplin.** Cotton-backed Orlon® acrylic pile forms cuffs; lines upper back, hood-collar. Acetate lining quilted to acrylic batting. Repels water. *Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18.* *N17 H 6017F*—Beige with green pile *N17 H 6018F*—Med. green; green pile *N17 H 6019F*—Slate gray; gray pile *State size.* Wt. 3 lbs. 5 oz. \$12.90

7 **Cotton Poplin** . . . lined in acetate quilted to acrylic batting. Hood-collar lined in Orlon acrylic pile, cotton-backed. Water-repellent. *Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. State size.* *N17 H 6045F*—Green; green pile trim *N17 H 6046F*—Lt. beige; beige pile trim *N17 H 6047F*—Med. blue; white pile trim. Shipping wt. 2 lbs. 10 oz. \$9.90

8 **Foam-laminated bulky-knit Orlon acrylic.** Orlon acrylic pile (cotton-backed) on collar. Acetate lining quilted to acrylic batting. Washable. *Juniors and Misses 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18; Shorter Women 14½, 16½, 18½, 20½, 22½, 24½. State size.* Shpg. wt. 3 lbs. 8 oz. *N17H6380F*—Gold *N17H6383F*—Black *N17H6381F*—Champagne beige. \$19.90

9 **Black Polished Wool** with black-dyed rabbit collar (fur origin: France). Brass-gold lining of acrylic pile on cotton back. Sleeves lined in acetate quilted to acrylic. *Juniors and Misses 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20; Shorter Women 14½, 16½, 18½, 20½, 22½, 24½. State size.* Shpg. wt. 3 lbs. 13 oz. *N17 H 6029F* \$19.90

10 **Acrilan® Acrylic Knit** . . . foam-laminated, lined in Sherlon acrylic pile on cotton back. Sleeves lined in acetate quilted to acrylic. *Juniors and Misses sizes 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20; Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. State size.* Shpg. wt. 3 lbs. *N17H6021F*—Red with butter-color pile *N17H6022F*—Sand beige; beige pile *N17 H 6023F*—Black with butter-color pile. \$19.90

11 **Fluffy Orlon Acrylic Pile** on cotton back. Completely lined. *Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18.* *State size.* Shpg. wt. 2 lbs. 11 oz. *N17H8075F*—Green *N17H8078F*—Black *N17 H 8076F*—White *N17 H 8077F*—Taupe brown. \$12.90

12 **Rayon and Combed Cotton Twill** . . . lined in Orlon acrylic pile on cotton back. Sleeves lined in acetate quilted to acrylic. Water-repellent. *Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. State size.* *N17 H 6033F*—Black with white pile *N17 H 6035F*—Lt. beige with brown pile *N17 H 6034F*—Brass gold with bronze pile. Shpg. wt. 3 lbs. \$16.90

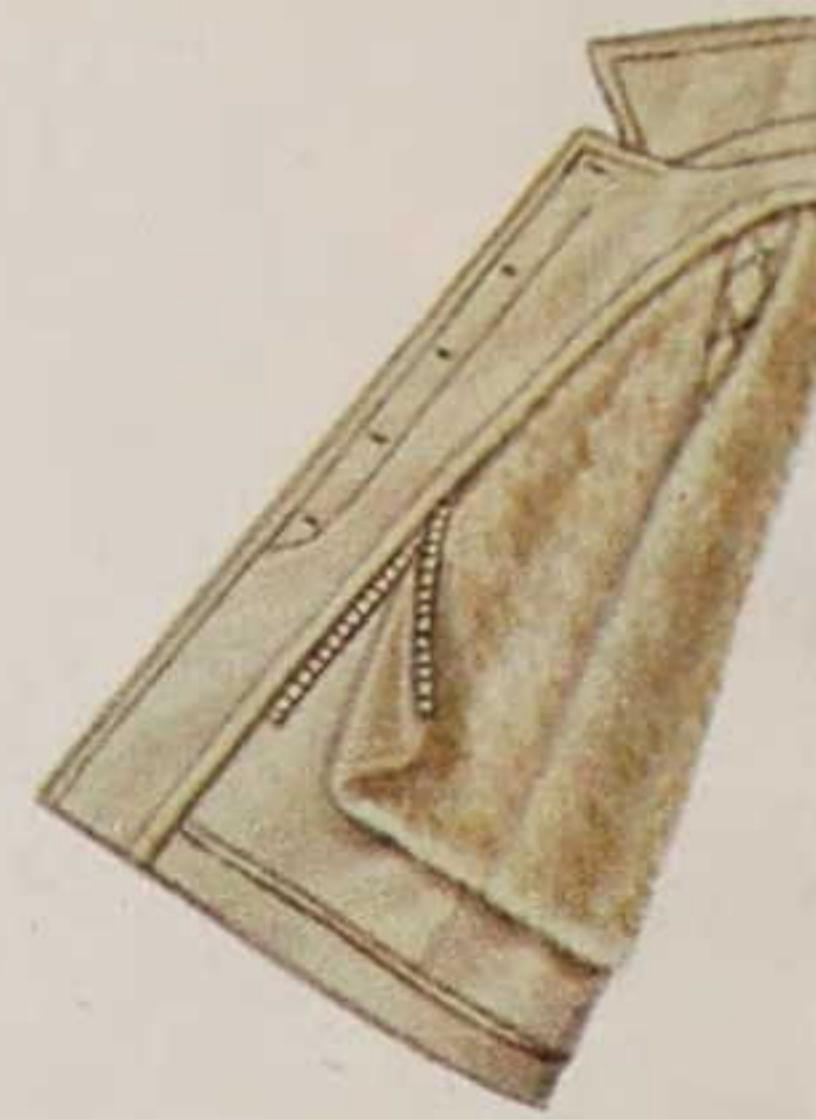
13 **Gray and White Wool Tweed** . . . wool knit scarf with red, white and black stripes matches lining of Orlon acrylic pile on cotton back. Sleeve lining: rayon quilted to acrylic. *Juniors and Misses. Sizes 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20. State size.* *N17 H 6355F*—Wt. 3 lbs. 10 oz. \$19.90

PROPORTIONED Weather-guard raincoats

With or Without Orlon® Pile Zip-Liner



SEARS 4-STAR VALUES . . tailored so painstakingly, under such careful supervision, we believe you'll find no finer anywhere. Zip-liner of DuPont's acrylic pile on cotton back gives weightless warmth. Fully lined.



PETITE . . fits 5 ft. 3 in. and under. *Petite Misses' sizes 6P, 8P, 10P, 12P, 14P, 16P*
SHORTER WOMAN . . fits 5 ft. 3½ in. and under. *Sizes 14½, 16½, 18½, 20½, 22½, 24½*
AVERAGE . . fits 5 ft. 2½ in. to 5 ft. 6½ in. *Misses' sizes 8, 10, 12, 14, 16, 18, 20. Women's sizes 40, 42*
TALL . . fits 5 ft. 7 in. and over. *Tall Misses' sizes 12T, 14T, 16T, 18T, 20T*

\$24.90

with Zip-liner

\$16.90

without Zip-liner

Dashing Trench Coat in water-repellent rayon-and-acetate that looks like silk. Foam-laminated for weightless warmth. Dropped shoulder-line, gold-color buttons and buckles.

With Zip-out liner (sleeves of foam-laminated acetate). Sizes above. State size. Wt. 3 lbs. 12 oz.

N17 H 9300F—Black with beige liner

N17 H 9301F—Light beige with beige liner \$24.90

Without Zip-liner. Sizes above. State size.

N17 H 9304F—Black

N17 H 9305F—Light beige. Shpg. wt. 3 lbs. \$16.90

\$17.90

with Zip-liner

\$9.90

without Zip-liner

Chesterfield Classic, never out of fashion in water-repellent rayon and combed cotton twill. *With Zip-out liner (sleeves of acetate quilted to acetate). Sizes above. State size. Wt. 3 lbs. 11 oz. Bag sold on page 92.*

N17 H 9291F—Brass gold with brass liner

N17 H 9292F—Black with butter-color liner

N17 H 9293F—Beige; butter-color liner. . . \$17.90

Without Zip-liner. Sizes above. State size.

N17 H 9295F—Brass gold

N17 H 9296F—Black

N17 H 9297F—Beige. Shpg. wt. 3 lbs. \$9.90

\$17.90

with Zip-liner

\$9.90

without Zip-liner

Cotton Poplin Balmacaan; DuPont's water-repellent Zelan finish, crease-resistant Zeset finish. Laboratory proven washable . . no repellency loss.

With Zip-out liner (sleeves of acetate quilted to acetate). Sizes above. State size. Wt. 3 lbs. 14 oz.

N17 H 9254F—Light beige with beige liner

N17 H 9255F—Med. stone green with green liner

N17 H 9258F—Black with butter-color liner \$17.90

Without Zip-liner. Sizes above. State size.

N17 H 9250F—Light beige

N17 H 9260F—Black

N17 H 9251F—Med. stone green. Wt. 3 lbs. \$9.90





Four Pretty Looks for rainy days

1 Reversible with Umbrella. Foam-laminated Orlon® acrylic and wool jersey with harmonizing cotton print that matches umbrella. Water-repellent.

Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. State size. Wt. 4 lbs.
N17 H 9274CF—Beige N17 H 9275CF—Black
N17 H 9276CF—Bright Green
N17 H 9277CF—Bright blue. \$17.90

3 Black-and-white Tweed . . rayon, nylon, acetate, reprocessed wool fabric made in Italy. Collar buttons high or lies flat. Milium insulated lining. Water-repellent.

Misses 10, 12, 14, 16, 18, 20. State size.
N17 H 9283F—Shpg. wt. 3 lbs. 10 oz. \$12.90
Shorter Women's 14½, 16½, 18½, 20½, 22½, 24½. State size.
N17 H 9285F—Shpg. wt. 3 lbs. 10 oz. \$14.90

2 Foam-laminated Cotton Denim shows off great big pockets and a red-and-white candy-striped lining. Bracelet-length raglan sleeves. Water-repellent.

Juniors and Misses. Sizes 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16. Please state size.
Shipping weight 3 pounds 12 ounces.

N17 H 9287F—Light blue
N17 H 9288F—Charcoal (dark) gray \$17.90

4 Belted Fashion in lustrous, water-repellent rayon and combed cotton twill. Can also be worn flared. Milium insulated acetate lining. Shpg. wt. 3 lbs. 12 oz.

Juniors and Misses. Sizes 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. State size.

N17 H 9356F—Brass gold
N17 H 9360F—Black
N17 H 9361F—Beige. \$14.90

PROPORTIONED



\$12.90

Coat plus
Umbrella

PETITE . . fits 5 ft. 3 in. and under.
Petite Misses' sizes 6P, 8P, 10P, 12P, 14P, 16P.

SHORTER WOMAN . . fits 5 ft. 3½ in. and under.
Sizes 14½, 16½, 18½, 20½, 22½, 24½.

AVERAGE . . fits 5 ft. 2½ in. to 5 ft. 6½ in.
Misses' sizes 8, 10, 12, 14, 16, 18, 20.
Women's sizes 40, 42.

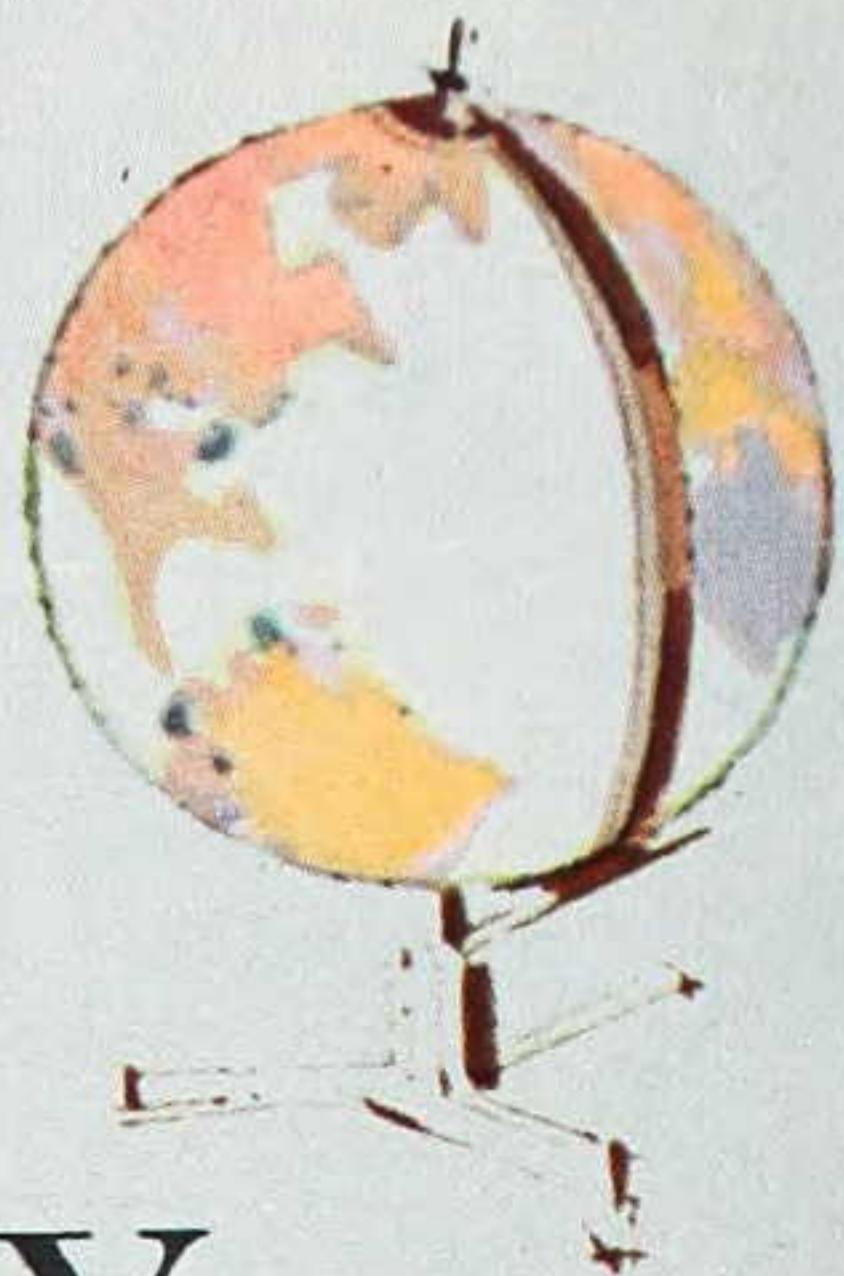
TALL . . fits 5 ft. 7 in. and over.
Tall Misses' sizes 12T, 14T, 16T, 18T, 20T.

Cotton poplin treated with Scotchgard® Brand Stain Repeller reverses to harmonizing acetate print that matches umbrella. Hood collar. Water-repellent.

Sizes above. State size. Shpg. wt. 4 lbs.
N17 H 9017CF—Medium willow green
N17 H 9016CF—Light beige
N17 H 9019CF—Black. \$12.90

Good taste is always good
fashion . . . a tradition
we uphold in our

DOUBLE KNIT WOOL JERSEY



We went 'round the world to get this finer quality worsted wool. In Australia, the soft virgin Merino wool fibers were selected. They were spun and yarn-dyed, as opposed to piece-dyed, for the utmost in richness and uniformity of color. In Belgium, the yarns were knitted on special double-needle machines, creating a lightweight fabric with substantial body for draping and with the right amount of elasticity for shape retention.

Here in the United States, the fabric was fashioned into the delightful styles shown.

Superbly tailored with closely stitched, generous side seams . . . reinforcing tape at the waistlines . . . 2-inch hems.

All this . . . and yet, Sears double-knit jerseys are modestly priced.

Three-piece Suitdress. Jacquard-patterned sleeveless blouse has hidden elastic at the waistline to give it a smart blouson effect . . . back zipper. Easy-fitting cardigan jacket with patch pockets. Side-zippered slim skirt. Dry clean.

Misses' sizes 8, 10, 12, 14, 16. Please state size.

N31 H 7825F-Lt. gray blouse with dark gray jacket and skirt.

N31 H 7826F-Lt. brown blouse with dark brown jacket and skirt.

Shipping weight 1 pound. \$26.50

Plush Cut-Velvet Hat and Bag
. . . multicolor floral pattern of rayon pile on cotton back.

The Beret. Fits 21 $\frac{1}{4}$ to 22 $\frac{1}{2}$ inches. Shpg. wt. 13 oz.

N78 H 6355. \$7.99

The Pouch Bag. Soft plastic front cuff, handle, gussets. Rayon lined; zipper pocket. About 14x10 in. Price includes 10% Federal Excise Tax.

Shpg. wt. 2 lbs. 4 oz.

88 H 370E. \$9.99



1 Wide-midriff Sheath makes a tiny-looking waist. Fine details: embroidered eyelet holes on self-belt. Back zipper. Wool . . dry clean. *Misses' sizes 10, 12, 14, 16, 18. Please state size.*

N31 H 7860F—Black
N31 H 7861F—Beige
Shpg. wt. 1 lb. 4 oz...\$17.50

Double-knit wool jersey dresses in Junior sizes on page 48; one in Shorter Women's sizes on page 55. More Tall Misses' dresses, in other fine fabrics, on pages 3, 34, 39, 43, 65, 66, 72.

2 Two-piece Middy Dress . . pullover top drapes and ties handsomely at the neckline. Sheath skirt has easy side zipper. Wool . . dry clean. *Misses' sizes 8, 10, 12, 14, 16, 18. Please state size.*

N31 H 7834F—Red
N31 H 7835F—Medium green
Shpg. wt. 1 lb. 6 oz...\$19.50

3 Coatedress detailed with metallic buttons and loops down the front; long sleeves. Wool . . dry clean. *Misses' sizes 10, 12, 14, 16, 18. Please state size.*

N31 H 7828F—Dark brown
N31 H 7829F—Dark gray
Shpg. wt. 1 lb. 1 oz...\$19.50
Shorter Women's 14½, 16½, 18½, 20½, 22½. State size.
N31 H 7830F—Dark brown
N31 H 7831F—Dark gray
Shpg. wt. 1 lb. 1 oz...\$20.50

4 Jewel-neckline Sheath buttons to waistline in back, short zipper below. Wool; dry clean. Wt. 1 lb. 4 oz. *Misses' sizes 10, 12, 14, 16, 18. Please state size.*

N31 H 7893F—Royal blue
N31 H 7895F—Medium green
N31 H 7894F—Black.. \$16.50
Tall Misses' sizes 12T, 14T, 16T, 18T. State size.
N31 H 7896F—Royal blue
N31 H 7898F—Medium green
N31 H 7897F—Black ..\$17.50





1

Our *Mary Lewis*
full-fashioned
ITALIAN
KNITS

Fine-gauge wool dresses made in Italy. Young, practical . . . stay shapely, never wrinkle. All have 2-inch hems . . . so easy to alter.

Fashion Hint: for a smoother line, wear a taffeta slip or petticoat . . . see pages 276 and 282.

1 Classic Costume . . . superb dress and jacket deftly defined with rayon-and-acetate satin. Dress has neckline zipper and elasticized waist. Hand wash separately. Shpg. wt. 2 lbs. 2 oz. *Misses' sizes 8, 10, 12, 14, 16. State size.*

N31 H 8234F—Light beige
N31 H 8233F—Black. \$29.50

2 Casual Costume . . . short-sleeved dress with bulky-ribbed cardigan. Dress has neckline zipper, elasticized waist. Easy cardigan crisped with contrast color. Hand wash separately. *Misses' sizes 10, 12, 14, 16, 18. State size.*

N31 H 8237F—Dark gray with light gray and white
N31 H 8238F—Peacock blue with lt. turquoise and white. Shpg. wt. 1 lb. 2 oz. \$18.50

3 Pocketed Jacket, Slim Skirt . . . impeccably tabbed, briskly buttoned duo. Side-zippered skirt fits smoothly. Hand wash separately. *Misses' sizes 8, 10, 12, 14, 16. State size.*

N31 H 8235F—Putty with dark gray
N31 H 8236F—Berry red with skipper blue
Shipping weight 2 pounds. \$21.50

4 3-piece Fashion, dashed with color. Double-breasted jacket, short-sleeved overblouse, side-zippered skirt. Hand wash separately. *Misses' sizes 8, 10, 12, 14, 16. State size.*

N31 H 8231F—Skipper blue with red and white
N31 H 8232F—Coral red with black and white
Shipping weight 2 lbs. 4 oz. \$25.50

5 Bib-effect Dress. Ribbed cuffs; elasticized waist. Hand wash separately. Wt. 1 lb. 3 oz. *Misses' sizes 10, 12, 14, 16, 18. State size.*

N31 H 8223F—Berry red with beige
N31 H 8224F—Dark brown with beige. \$11.00
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. State size. Shipping weight 1 lb. 7 oz.
N31 H 8225F—Berry red with beige
N31 H 8226F—Dark brown with beige. \$12.00

6 Low-pocketed Dress with gently eased, flattering lines. 4-button bodice closing; snug-fit elasticized waist. Hand wash separately. *Misses' sizes 8, 10, 12, 14, 16, 18. State size.*

N31 H 8221F—Peacock blue with light gray
N31 H 8222F—Light gray with bright blue
Shipping weight 1 pound. \$11.00

7 3-piece Casual here in smart camel color. Jaunty, demi-fit jacket; short-sleeved overblouse atop slim, side-zippered skirt. Overblouse boldly striped with camel, light gray, medium gray and white. Hand wash separately. *Misses' sizes 10, 12, 14, 16, 18. State size.*

N31 H 8227F—Shpg. wt. 2 lbs. \$27.50
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Please state size.
N31 H 8229F—Shpg. wt. 2 lbs. 4 oz. \$28.50

